health
wellness
prosperity
development
happiness
community
solidarity
cohesion
philanthropy
Close your eyes and imagine…

This was the invitation that we made to our community throughout this year. We invited them to close their eyes, not to ignore our problems and challenges, but to dream and imagine all that we can achieve. If something transcends words, it is images; that is why at the Fundación Paso del Norte we seek to ensure that our image and vision of our community is a shared one. May we all visualize a vibrant city with committed citizens, an environment of prosperity and well-being for all. We must all take a moment to reflect and remember where we want to go and not lose sight of the final goal.

Our story as Fundación Paso del Norte began at the end of 2015; and we have not stopped working since then. Gradually, we have gained the trust of the community. Today, the business sector, philanthropic organizations, leaders of our community and individuals see in our organization an ally to achieve the city that we dream of and deserve.

On behalf of the Board of Directors, our staff and volunteers, I want to thank all the people, companies and organizations that donate and support our mission in different ways. Everything that is presented in this annual report would not be possible without your support.

Our commitment is to continue working with our sister foundations, the Paso del Norte Community Foundation and Paso del Norte Health Foundation to invest in creating safer and healthier spaces for our families living in Ciudad Juárez and the Paso del Norte region.

We extend a heartfelt thank you to the Hunt Family Foundation for their generous $1 million dollars matching grant and to the Paso del Norte Health Foundation for their generous annual operating support.

Thank you for believing in Fundación Paso del Norte and the future of our community.

Ernesto Ávila  
Board Chair  
First National 1870
BOARD OF DIRECTORS

Ernesto Ávila – First National 1870
  Board Chair
Laura Ochoa – Empresas Ixtlán
  Vice-Chair
Estuardo Alvelais – Transtelco, Novamex
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Rafael Tirado – Núcleo Médico Hospitalario
Benjamín Torres Barrón – Baker McKenzie
Tracy Yellen – Paso del Norte Community Foundation
Marco Zaragoza – Windstar LPG

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José Antonio Ibáñez – Program Officer
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ABOUT US
our mission
Advance partnerships and initiatives to improve the health and well-being of the people and community of Ciudad Juárez.

our vision
To be a solid organization committed to transparency and accountability that invests in high-impact initiatives in our community.

STRATEGIC GOALS
Increase the organizational capacity of health and wellness programs in Ciudad Juárez.

Develop life skills in children and youth of our community.

Improve the emotional well-being of people living in Ciudad Juárez.

Promote a culture for a healthy lifestyle among the community.

PILLARS
Philanthropy
Increase the financial assets available to support high-impact programs of health and wellness in our community.

Leadership
Connect actors and initiatives that are working to improve health and well-being in our community.

Culture
Motivate a shift of mentality among our community to inspire individuals to recognize themselves as actors of their development and prosperity.
WE DREAM OF A BRIGHT FUTURE FOR OUR REGION...
AND WE WORK TO MAKE THAT DREAM COME TRUE.
A matching funds program to strengthen the fundraising activities of nonprofits that operate health and well-being programs in Ciudad Juárez.
Eight nonprofit organizations were selected to participate in this program and conduct strategies and activities to raise $300,000 pesos to receive a matching grant of $150,000 pesos. Most of the organizations met and exceeded their fundraising goals.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount Raised</th>
<th>Matching Gift</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DJN</td>
<td>$119,110</td>
<td>$59,555</td>
<td>$178,665</td>
</tr>
<tr>
<td>FPZ</td>
<td>$755,000</td>
<td>$377,500</td>
<td>$1,132,500</td>
</tr>
<tr>
<td>FEMAP</td>
<td>$531,475.15</td>
<td>$265,737.58</td>
<td>$792,212.73</td>
</tr>
<tr>
<td>GIRASOLES</td>
<td>$358,499.40</td>
<td>$179,249.70</td>
<td>$537,749.10</td>
</tr>
<tr>
<td>CEIAC</td>
<td>$1,100,580</td>
<td>$550,290</td>
<td>$1,650,870</td>
</tr>
<tr>
<td>IAEN</td>
<td>$506,896</td>
<td>$253,448</td>
<td>$760,344</td>
</tr>
<tr>
<td>RODADORA</td>
<td>$1,000,000</td>
<td>$500,000</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>DHIA</td>
<td>$1,850</td>
<td>$925</td>
<td>$2,775</td>
</tr>
</tbody>
</table>

**Total investment in social projects in the community: $6,560,115.83 pesos.**

This program is possible thanks to the support of:
A joint effort to address and prevent social, youth and family violence in the Southeast part of Ciudad Juárez.
Social violence is a problem that affects the quality of life and development of our community. Since 2016, Fundación Paso del Norte established a partnership with the Trust for Competitiveness and Citizen Security (FICOSEC) to make grants for social projects addressing the violence problem in Ciudad Juárez. In 2018, Open Society Foundations joined this partnership increasing the available funds to finance these programs.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Approved Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centro Caritativo para Enfermos de SIDA</td>
<td>$899,916.00</td>
</tr>
<tr>
<td>Casa Amiga Esther Chávez Cano</td>
<td>$839,310.30</td>
</tr>
<tr>
<td>Salud y Bienestar Comunitario</td>
<td>$692,840.00</td>
</tr>
<tr>
<td>Centro Familiar para la Integración y Crecimiento</td>
<td>$699,349.68</td>
</tr>
<tr>
<td>Colectiva Arte Comunidad y Equidad en alianza con Cehlíder</td>
<td>$866,000.00</td>
</tr>
<tr>
<td>Desarrollo Juvenil del Norte</td>
<td>$912,352.83</td>
</tr>
<tr>
<td>La Rodadora</td>
<td>$599,247.88</td>
</tr>
<tr>
<td>Casa Promoción Juvenil</td>
<td>$880,258.80</td>
</tr>
<tr>
<td>Evaluación de impacto</td>
<td>$319,525.32</td>
</tr>
</tbody>
</table>

Total investment in social projects in the community: $6,708,800.81 pesos.

These grants were given to nonprofits with “Donataria Autorizada” status. Collectively, these projects impacted over 6,800 individuals in our community.
An initiative to promote values and reduce violence expressions in schools using the power of play and sport.
Thanks to our partnership with Coaches Across Continents and One World Play Project we have the capacity to offer training to P.E. teachers and coaches to teach them how to use play and sport to promote values among their students and develop life skills. This train-the-trainer model enables us to reach thousands of children in our community.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating schools</td>
<td>107</td>
</tr>
<tr>
<td>Trained P.E. teachers</td>
<td>125</td>
</tr>
<tr>
<td>Participating nonprofits</td>
<td>20</td>
</tr>
<tr>
<td>Soccer balls donated</td>
<td>1,670</td>
</tr>
<tr>
<td>Benefitted children</td>
<td>35,354</td>
</tr>
<tr>
<td>Workshops</td>
<td>6</td>
</tr>
</tbody>
</table>
Juárez en Acción is a massive community-based campaign that we promote every year to invite the public to volunteer and organize activities benefitting our community. Across the city thousands of people get together with their friends and families to clean and rescue public spaces, organize sports and physical activities, do charitable work and community service.

Thanks to the consistent growth of this campaign, we are the nonprofit in Juárez that mobilizes the largest number of volunteers in a project of this kind.

Since 2016, the third weekend of September becomes an action weekend for thousands of persons in our community.

2018 RESULTS

- Registered projects: 54
- Registered volunteers: 11,258
- Indirect beneficiaries: 53,973

Participants per year

- 2016: 2,414
- 2017: 7,453
- 2018: 11,258

Screenshot of our online platform for registering projects and volunteers
A COMMUNITY IN ACTION
In October 2018 we established the Binational Philanthropic Merit Award to recognize outstanding leaders and philanthropists whose work and career have positively impacted the economic and social development of our binational region.

**Woody L. Hunt**

The first “Bridge of Wellness” --how this award has been named-- was presented to Woody L. Hunt and The Hunt Family Foundation for their vision, support and investment in programs and initiatives that have changed thousands of lives both in Juárez and El Paso.

**Peggy Dulany**

Activist, philanthropist and founder of Synergos Institute, Peggy Dulany Rockefeller attended our Bridges of Wellness event as keynote speaker. She shared with our 130 guests from both sides of the border her experience building partnerships to strengthen philanthropy and social development in different regions of the world.

The award “Bridge of Wellness” is a foot-tall work of art made by Pedro Francisco, a renowned sculptor from Juárez.

The statuette represents a vision of creating more bridges among nations and less virtual barriers to share our human riches.
Activist, philanthropist and founder of Synergos Institute, Peggy Dulany Rockefeller attended our Bridges of Wellness event as keynote speaker. She shared with our 130 guests from both sides of the border her experience building partnerships to strengthen philanthropy and social development in different regions of the world.
Fundación Paso de Norte brought to the Epic Railyard Event Center in El Paso, one of the most iconic and colorful celebrations in México.

Our annual gala to raise funds for social programs in Ciudad Juárez was decorated with the splendor and tradition of the Día de Muertos. Our more than 180 guests enjoyed a party with impressive “ofrendas”, a Catrinas parade, aerial dance, mariachi, live music, Mexican folklore dance and a delicious Mexican gourmet dinner.
BENEFIT PARTY
DÍA DE MUERTOS
In May 2018 we were invited to the congress “Futbol Innovación Social” in Medellín, Colombia to learn from other organizations in Latin America that use play and sport for social development. At this event, a group of organizations from different parts of México started working together to establish REDDES México, a national network of nonprofits advancing social initiatives using sport for social change.


This network has the support and consultancy of UN Volunteers, One World Play Project and the German Society for International Cooperation.

For a third consecutive year, we participated in the fundraising campaign El Paso Giving Day. This campaign offers an opportunity to thousands of individuals to donate and support different causes and nonprofits in El Paso. Fundación Paso de Norte is one of the few participating organizations from Ciudad Juárez.

In the 2018 edition of El Paso Giving Day we raised $3,660 dollars.

In November 2018, we received our certification from Confío A.C. recognizing our commitment to transparency and accountability.

Confío is a nonprofit organization dedicated to the assessment of the organizational capacity of nonprofits in Mexico and their compliance with nine international principles of transparency.
Fundación Paso del Norte is committed to transparency and accountability. Our financial statements are audited by Mancera Ernst & Young.

The following graphs concentrate our revenue and expenses from January to December 2018. Our audited financial statements for 2018 will be available by the end of July 2019.

Amounts in Mexican pesos.
We are part of a family of binational foundations that share knowledge and resources.

The Paso del Norte Community Foundation, Paso del Norte Health Foundation and Fundación Paso del Norte para la Salud y Bienestar work together for a shared vision:

To ensure that the people of our binational, tri-state region have the knowledge, resources, environment and support to live happy, healthy and productive lives.

fundacionpdn.org  pdnfoundation.org  pdnhf.org
THANK YOU!

DONORS

PARTNERS

FRIENDS